

# California Rice Commission

## Notice of Meeting & Agenda

Domestic Marketing & Promotion Committee  
10:00 a.m., Wednesday, May 19, 2010  
Conference Call

To participate in the conference call,  
please contact the CRC at 916-387-2264  
to obtain the conference call information

For access to a telephone, visit the  
California Rice Commission Office:  
8801 Folsom Blvd., Ste. 172  
Sacramento, CA 95826  
or  
Marketing Branch Office:  
560 J Street, Suite 170  
Sacramento, CA 95814

### Agenda Item

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- I. Administration
  - A. Roll Call
  - B. Call to Order
- II. Approval of Minutes
- III. 2009/10 Program of Work Updates (Brief Updates)
  - A. #A-2 Support Programming at USA Rice and Develop Local Innovative Programs in Mainstream Foodservice and Public Opinion Leaders, (\$60,000)
    - i. Foodservice Sponsorships/Memberships Update, (\$30,000)
      - a. SushiMasters Transition Options
        - 1. Review Options and Approve
  - B. # M-1 Contact with Target Audiences through Public Education, (\$104,775)
    - i. Media Update
    - ii. Legislative Day Update
    - iii. Advertising Update
- IV. CRC Web Site Update
  - A. Social Media Discussion
- V. Industry Photo Use Policy

- VI. California Rice Appellation Update
- VII. Request for Assistance on Weight Standards Change
- VIII. Preliminary Program of Work for FY 10/11
  - A. Review, Implementation Plans, Summaries, and Budgets
- IX. Personnel - Closed Session (California Government Code 11126(a))
  - A. The Committee may go into closed session to discuss and make recommendations to Board regarding appointment, employment or dismissal of an employee.
  - B. Return to open session and announce action taken in closed session, if any.
- X. Closed session regarding pending litigation pursuant to Government Code Section 11126(e)
  - A. The Committee may go into closed session to discuss pending litigation.
  - B. Return to open session and announce action taken in closed session, if any.
- XI. Issues and Scheduling for Next Meeting
  - A. Scheduling of Future Meetings
- XII. Adjourn

*All items are subject to discussion and action. All meetings of the California Rice Commission are open to the public and subject to the Bagley-Keene Open Meeting Act. All interested parties are invited and encouraged to attend the meeting.*

*Persons with disabilities needing special accommodation should contact Jessica Welch, Executive Assistant, California Rice Commission at (916) 387-2264 at least five days prior to the meeting.*

*This Meeting Notice and Agenda are available on the California Department of Food and Agriculture's Website at <http://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices>. For further information regarding the Agenda for this meeting, please contact Tim Johnson, President & CEO, California Rice Commission at (916) 387-2264.*